



WTIC-TV

ORDER

Print Date 09/27/12

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Flight Dates 10/01/12-10/07/12

Contract / Revision 393957 /

Original Date / Revision
09/27/12 09/27/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

FRIENDS OF CHRIS MUR

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # SENATE-DEM

Alt Order # 06352521

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Order Share 12% Market Value 217500

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	46%	100050
4WVIT	20%	43500
5WTNH	22%	47850
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	36	\$22,185.00	\$26,100.00	0.00	10/01/12	10/07/12	36	\$22,185.00	\$26,100.00
Totals	36	\$22,185.00	\$26,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/01/12	10/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$275.00		0.00			
E 2	61	10/01/12	10/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$175.00		0.00			
E 3	61	10/01/12	10/05/12	M-F News at Ten News at Ten	CM	10p-11p	MTWTF--	:30	5	\$1,400.00	01	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$1,400.00		0.00			
E 4	61	10/06/12	10/06/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----2-	:30	2	\$900.00	01	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----2-					2	\$900.00		0.00			
E 5	61	10/01/12	10/05/12		CM	11p-1135p	MTWTF--	:30	5	\$375.00	01	0.00	NM	5	\$1,875.00



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Contract / Revision **393957** Flight Dates **10/01/12-10/07/12**Hiatus DatesOriginal Date / Revision 09/27/12/ 09/27/12Order Sep 00:15:00Advertiser **Murphy/D/Sen/CT**Product **FRIENDS OF CHRIS MUR**Estimate # **SENATE-DEM**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F News at 11pm News at 11pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--					5	\$375.00		0.00				
E 6	61	10/01/12	10/05/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--					5	\$175.00		0.00				
E 7	61	10/01/12	10/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	MTWTF--	:30	5	\$200.00	01	0.00	NM	5	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--					5	\$200.00		0.00				
E 8	61	10/07/12	10/07/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,200.00	01	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1					1	\$1,200.00		0.00				
E 9	61	10/07/12	10/07/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	-----2	:30	2	\$3,800.00	01	0.00	NM	2	\$7,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----2					2	\$3,800.00		0.00				
E 10	61	10/07/12	10/07/12	NFL Post Game Post Game	CM	4p-430p (4:00 PM-4:30 PM)	-----1	:30	1	\$2,500.00	01	0.00	NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1					1	\$2,500.00		0.00				
Totals														36	\$26,100.00	